World Health Organization

9th Global Conference on Health Promotion
SHANGHAI 2016



Promoting health in the SDGs

REPORT ON THE 9TH GLOBAL CONFERENCE FOR HEALTH PROMOTION:
ALL FOR HEALTH, HEALTH FOR ALL, 21–24 NOVEMBER 2016

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Abbreviations

AIDS	acquired immune deficiency syndrome
HIV	human immunodeficiency virus
NCD	noncommunicable diseases
ITU	International Telecommunications Union
MDGs	Millennium Development Goals
SDGs	Sustainable Development Goals
TB	tuberculosis
UN	United Nations
UNEP	United Nations Environment Programme
UNFPA	United Nations Population Fund
WHO	World Health Organization

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The conference was supported by WHO staff at the headquarters, regional and country levels.

Contents



1 Introduction

The Shanghai Conference – a political watershed for health promotion

The world has substantially changed since the *Ottawa Charter on Health Promotion* was adopted 30 years ago. Globalization, the internet and climate change, are examples of significant forces that have fundamentally changed the world and how it operates. With these changes come unprecedented threats to human health and well-being as well as new, and exciting, frontiers for promoting health.

The proceedings and outcomes of the 9th Global conference on health promotion in Shanghai clearly reflect this new reality. The conference asserts that now, more than any other time in history, promoting health is essential to responding to today's interconnected challenges and to delivering on the promise of sustainable development.

Over 1260 high-level political stakeholders were engaged in the conference, emphasizing the need for bold political action across sectors in order to promote health. The message is clear: health is a political issue and, therefore, political choices and commitments are crucial.

The Shanghai conference was nothing less than a political watershed for health and health promotion. High-level statements and commitments delivered during the conference – most notably from the host country itself – send a clear signal that promoting health lies at the centre of a global agenda that will transform the world and ensure that all people can fulfil their potential in dignity, equality, and in a safe and healthy environment.

This new phase calls for a re-framing of health promotion that reflects its emerging transformative potential. There are concrete opportunities for implementation following the conference, that are accompanied by a sense of urgency to take advantage of this unique and historic strategic moment.

Good health is good politics. The conference calls on the global community – leaders, policy-makers, communities – to #ChooseHealth and leave no one behind.



Above: Premier Li Keqiang delivers the opening address at the conference

Excerpts from the opening remarks by Li Keqiang, Premiere of the State Council of the People's Republic of China at the opening ceremony of the 9th Global Conference on Health Promotion

"Health is a cornerstone for the comprehensive development and well-being of the people and a hallmark of national prosperity and social progress.

This year marks the start of the implementation of the 2030 Agenda for Sustainable Development. The theme of this conference 'Health promotion in the sustainable development goals' highlights the important role of health promotion in [this] global sustainable development endeavour. Discussions around this theme will go a long way to promoting consensus and synergy for the full implementation of the Sustainable Development Goals (SDGs) … We should enhance policy dialogue and build a platform for health governance cooperation. Health promotion is the common endeavour of mankind.

China is at a decisive stage for building a moderately prosperous society in all respects. At the recently held National Health Conference, the first in the new century, President Xi Jinping outlined in an important speech the overall guidelines, targets and tasks for building a healthy China from a strategic and overarching perspective and proposed principles for health-related work.

Under the framework of the UN and the WHO, China will continue to actively participate in global health promotion efforts and do its best to provide assistance to other developing countries.

Health is an eternal pursuit of mankind, and health promotion is the shared responsibility of the international community. Let us work together to make our world a better and healthier place!"



Excerpts from the message by Ban Ki-moon, Secretary General of the United Nations at the opening of the 9th Global Conference on Health Promotion

"Health and well-being are at the centre of the Sustainable Development Goals, they are a pre-condition, outcome and an indicator of progress. That is why we must promote health through all 17 global goals with innovation and commitment.

People need safe water, improved sanitation, a clean environment and healthy ecosystems so they can thrive.

They need universal health coverage so they can access the services they require to prevent and treat disease without being forced into poverty.

And they need health literacy so they can make informed decisions about nutrition, wellness and care.

These are among the basic requirements for peace, prosperity, opportunity and dignity for all.

Let us promote health and well-being for people and the planet, and fulfil the pledge to leave no one behind."



Above: Dr Margaret Chan delivers her keynote address to the conference

Excerpts from the keynote address by Dr Margaret Chan, WHO Director General, at the 9th Global Conference on Health Promotion

"… We welcome the attention being given to healthy cities, good governance that follows a whole-of-society approach, and health literacy as an enabling factor in promoting health.

City mayors can introduce health-promoting measures more easily than at the national level. The 2030 Agenda for Sustainable Development provides the platform for a whole-of-society approach. Health literacy must extend from the personal to the political and policy levels.

Health promotion is essentially about changing human behaviours, and there is nothing harder to do in all of public health… Delivering messages that change human behaviour is much harder than delivering vaccines, medicines or bed nets. …

Some of the most successful strategies use population-wide interventions to reshape the environments in which people make their lifestyle choices. Evidence shows that re-shaping unhealthy environments does more to promote health than campaigns that try to persuade change using health messages alone… At national and municipal levels, legislative and fiscal measures are among the most effective interventions.

Changing the environment in which people make their lifestyle choices requires extraordinary government commitment, courage and persistence, even when we have all the facts on our side.

Health is an end-point that reflects the success of multiple other goals. Because the determinants of health are so broad, progress in improving health is a reliable indicator of progress in implementing the overall agenda."

2 Agenda 2030 and health promotion: challenges and opportunities

On 25 September 2015, the 194 countries of the United Nations General Assembly adopted a bold new vision for the future entitled *Transforming our world: the 2030 Agenda for Sustainable Development*. The 2030 agenda identifies 17 Sustainable Development Goals (SDGs) that aim to "ensure that all human beings can fulfil their potential in dignity and equality in a healthy environment." SDG 3 focuses on ensuring healthy lives and promoting well-being for all people at all ages.

The 9th Global Conference on Health Promotion was an extraordinary milestone because it positioned health promotion within the 2030 agenda. The *Shanghai Declaration* recognizes health and well-being as essential to achieving sustainable development. It reaffirms health as a universal right, an essential resource for everyday living, a shared social goal, and a political priority for all countries.

Never before has the promotion of health been placed so clearly at the centre of a global agenda that will transform the world.

Figure 1. Health promotion across the sustainable development goals (WHO, 2016)



A new context and renewed urgency for health promotion

The SDG agenda provides all countries and sectors, including health and other development sectors, with a clear roadmap for action and an ethical imperative to leave no one behind. It is a roadmap of 17 goals or destinations that informs the prioritization of resources and the development of national targets and responses.

The SDGs also bring into sharper focus the many unprecedented and multi-faceted threats to health and well-being. Overconsumption and an unmitigated exploitation of natural resources has fundamentally changed the planet and now threatens human survival.

Ecological changes, ease of travel, and gaps and weaknesses in health systems, have enabled infectious diseases to spread at alarming rates, disrupting health security, peace and order.

Industries that manufacture unhealthy commodities (e.g. tobacco, alcohol, sugar sweetened beverages) have contributed to a highly-commercialized world where marketing, especially to children, increases the risk for noncommunicable diseases (NCDs).

Enormous social inequalities deny many people from accessing even the most basic health care and medicines, and can lead to political unrest.

Advances in information and communications technology has altered the way people interact with the environment and each other, giving rise to novel threats to mental health (e.g. cyberbullying, loneliness).

These and other challenges, provide a new context and renewed urgency for health promotion. Healthy lives and increased well-being for people at all ages can only be achieved by promoting health and addressing the determinants of health through the lenses of all of the SDGs. This will require a dynamic approach that engages multiple stakeholders from across different sectors.

Health promotion provides a platform for response and engagement from local implementation (e.g. at the level of cities), to national policies, and to the cross-sectoral areas of finance, trade, education, social welfare and law. The SDGs provide a unique opportunity for addressing health and its many determinants in an integrated and transformative way.

An opportunity for WHO and its partners

The significance and relevance of the conference to the work of WHO was reflected in the active participation of all three levels of the organization. Led by the WHO Director General Margaret Chan, staff from headquarters, the regional offices and the Office of the WHO Representative to the People's Republic of China, provided direct support to the conference and collaborated with a wide range of partners and stakeholders from government, civil society, academia and other specific groups (e.g. youth sector).

The timing of the conference was also significant as it occurred during the first year of implementation of the SDGs. It is the first major WHO event to highlight the co-dependencies that exist between the achievement of improved health and the fulfilment of the 2030 Agenda. Health promotion is the field most prepared to meet the challenge of the SDGs, specifically goal 17 on policy coherence for sustainable development.

With health at the centre of SDG implementation, the mandate of WHO also expands across all levels of the organization to promote health for sustainable development.

3 Unlocking the transformative potential of health promotion

The Shanghai Conference expanded the traditional scope of health promotion beyond NCDs or 'healthy living' approaches. The conference recognized that integrated health promotion strategies can also respond to outbreaks and infectious diseases, the imminent threat of antimicrobial resistance, urban development, and disaster risk mitigation among others.

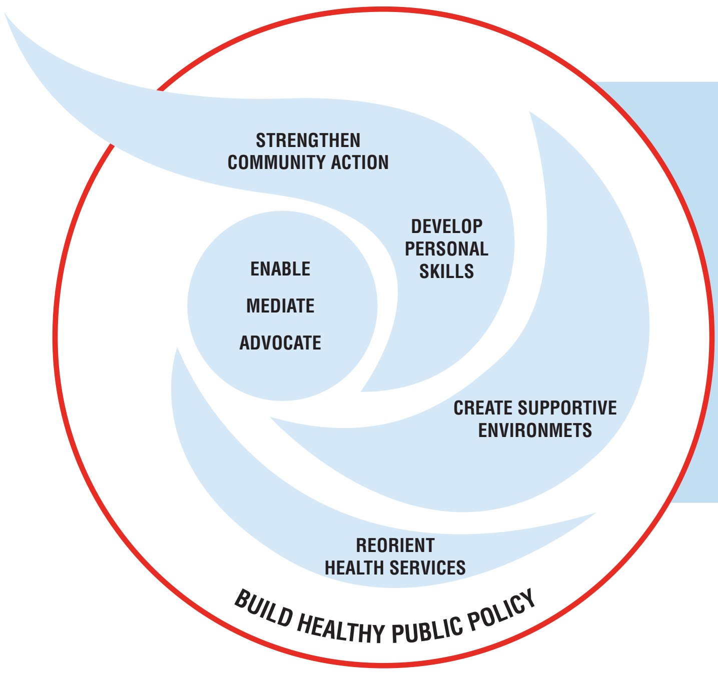
Speakers and participants exchanged views on multi-sectoral action as exemplified by areas such as tobacco control legislation, taxation of sugar-sweetened beverages, establishing bicycle lanes in cities, and promoting child development, gender equality and refugee health.

Throughout all the successes and failures that were shared and discussed, the need for national level action to complement local level implementation (e.g. through cities) was repeatedly emphasized.

The road to Shanghai: from Ottawa (1986) to Shanghai (2016)

The Shanghai Conference took place almost 30 years after the first global conference held in Ottawa in 1986.

Figure 2. Health promotion action areas in the Ottawa Charter (WHO, 1986)



"Health is created and lived by people within the settings of their everyday life; where they learn, work, play and love. Health is created by caring for oneself and others, by being able to take decisions and have control over one's life circumstances, and by ensuring that the society one lives in creates conditions that allow the attainment of health by all its members."
Ottawa Charter, 1986

The *Ottawa Charter* (1986) brought about a genuine paradigm shift in public health thinking and implementation. It identified five integrated action areas for health promotion:

- Healthy public policies.
- Supportive environments.
- Community action.
- Personal skills.
- Re-orienting health services.

Since then, transformative, practical, high-impact and evidence-based strategies have been developed in the wake of the charter attesting to its enduring relevance. These strategies act decisively across all determinants of health, empowering people to increase control over their health while ensuring a people-centred health system. Examples of such strategies include 'health in all policies', improving health literacy, determinants of health, community health approaches, and settings approaches, all of which were guided by the principles of the *Ottawa Charter*.

Subsequent WHO global health promotion conferences have been a source of constant innovation, including:

- situating health promotion within the wider context of globalization (Ottawa 1986 and Bangkok 2005);
- examining healthy public policy-making (Adelaide 1988) and the creation of supportive environments (Sundsvall 1991);
- considering capacity building for health promotion and its role in addressing the determinants of health (Jakarta 1997 and Mexico 2000);
- calling for action to close the implementation gap between evidence and its concrete application in health development (Nairobi 2009).

Immediately prior to the Shanghai Conference, the 8th Global Conference on Health Promotion in Helsinki (2013) reviewed the health-in-all-policies approach and established guidance for concrete action in countries across all levels of development.

The 9th Global Conference on Health Promotion in Shanghai represented a watershed moment for health promotion in the era of the SDGs. It underscored the challenge of transforming the original action areas of the *Ottawa Charter* into modern tools and methods that contribute towards the achievement of all SDGs.

Transforming the world through health promotion

The confluence of local, global, social and political processes is a defining characteristic of the world today. Transforming the world through health promotion will require building on successful strategies, such as tobacco control, and rethinking and rejuvenating what it means to promote health in this current context.

The policies and programmes presented at the Shanghai Conference demonstrated how investments in health promotion can lead to a wide range of societal transformations. These transformations simultaneously benefit the most disadvantaged members of society and improve the health, well-being and overall quality of life of all.

Investments in health promotion have wide ranging benefits that impact different sectors of society:

1. *Sustainable development:* Experience from implementing the Millennium Development Goals (MDGs) between 2000 and 2015 demonstrated the positive impact of health promotion on national and international development. Health promotion strategies move beyond traditional vertical approaches and insist on involving communities in decision-making and implementation. By doing so it establishes approaches and provides evidence for action on the determinants of health at all levels. This provides an opportunity for the development sector to move forward more quickly in implementing the SDGs. And while there are many ways of achieving the SDGs, health plays a major role in all pathways.

2. *Interconnectedness:* Investments in health promotion contribute significantly to making the interconnected world healthier and safer by promoting equity and ensuring community participation in social and political processes at local, national and trans-national levels.

3. *Leaving no one behind:* Investments in health promotion address inequities and therefore contribute to several SDGs beyond goal 3. For example, it can help lift people out of poverty (SDG1), support child development (SDG4), empower women (SDG5), and address inequalities and support redistributive welfare policies (SDG 10). The largest health benefit to populations is achieved when policies and programmes integrate and include segments of society that are often left out in the margins.

4. *Productivity:* Grounded on the principle of universality, investments in health promotion contribute to a more productive society by strengthening resilience and social cohesion, empowering people, and contributing to social capital, well-being and happiness.

5. *Gender and other social relations:* Health promotion helps ensure and protect people's rights – no matter what their status in society, gender, sexual orientation, age or whether or not they have a disability. Health promoting policies and programmes on HIV, reproductive health and universal health coverage (UHC) have clearly demonstrated this.

Transforming the world through health promotion will necessarily require a transformed Ministry of Health as well. One that would apply this paradigm shift and work relentlessly to integrate health with other policies and programmes.

Healthy cities are smoke-free cities

Dedicated action at the city level to protect populations from exposure to tobacco smoke can be a catalyst for the entire country to become smoke-free, with city leaders recognized widely for their advocacy and pioneering approaches.

Reducing people's exposure to second-hand smoke is a cost-effective way to support a range of targets under SDG3 on health, from NCDs to tuberculosis (TB) to maternal and child health. It can also advance other objectives across Agenda 2030, for example promoting safe and secure working environments for all workers (SDG8) and providing universal access to safe, inclusive and accessible green and public spaces (SDG11).

In New York City, a smoke-free air act was enacted in 2003 by then Mayor Michael Bloomberg. An impact report published one year later indicated widespread compliance with the new policy and opinion polls showed popular support among the city's residents. The overall impact on local business was also positive with business receipts up by a reported 8.7%.

Shanghai also passed a new law in 2016 to strengthen its overall tobacco control policy. From March 2017 onwards, the new law prohibits smoking in all indoor public spaces, work places, public transport and many outdoor public areas. Enforcement of the ban will be one of the major challenges moving forward but it is a major public health achievement seen to benefit the health and well-being of Shanghai's more than 20 million residents.

Placing health promotion high on the political agenda

Over 1260 high-level political stakeholders from many different sectors and levels of governance were engaged by the conference to reinforce the message that bold political actions are required to prioritize promoting health. Speakers and participants included heads of state and government, government ministers, mayors, heads of UN organizations as well as leaders from civil society, philanthropy and the private sector. The message from this conference was clear: health is a political issue and therefore political choices and commitment are crucial.

During remarks delivered at the conference, UN Secretary General Ban Ki-Moon and the heads of major UN organizations the UN Environment Programme (UNEP), the UN Population Fund (UNFPA) and the International Telecommunications Union (ITU) – emphasized health as central to sustainable development and the need for development strategiesthat address people and planet.

The political commitment of China, the host country of the conference, was expressed through very-high level representation and participation of officials from the National Health and Family Planning Commission (NHFPC), various other government ministries, scientific societies and the municipal government of Shanghai.



Heads of many UN agencies took part in the conference to signal their commitment to health and the SDGs. From top left to right: Mr Erik Solheim, Executive Director, United Nations Environment Programme (UNEP); the late Dr Babatunde Osotimehin, Executive Director, United Nations Population Fund (UNFPA); and Mr Houlin Zhao, Secretary General, International Telecommunications Union (ITU).



Members of the national government of the People's Republic of China actively participated in the conference. From left to right: Vice-Premiere Liu Yandong of the State Council; Vice-Chairman Chen Zhu of the Standing Committee of the National People's Congress; Minister Li Bin of the National Health and Family Planning Commission; and Vice-Ministers Cui Li and Wang Guiqiang of the National Health and Family Planning Commission.



A unique feature of the Shanghai Conference was the Mayor's Forum that brought together over 100 mayors to discuss the Healthy Cities initiative. From top left to right: Mayor Sergey Sobyanin of Moscow; Mayor Ying Yong of Shanghai; and Vice Mayor Weng Tiehui of Shanghai.

Premier Li Keqiang addressed the opening plenary and emphasized how national and global health efforts are intertwined. China has committed, at the very highest level of its political leadership, to promoting the health of its population. It has embarked on an ambitious journey to implement the recently adopted *2030 Healthy China 2030* strategy. All of these efforts are linked to the SDGs and other global health frameworks.

There was open and productive discussion of social, cultural and political differences in the conceptualization and implementation of health promotion throughout the Shanghai Conference. Political realities, economic pressures and the diversity of political and economic systems operating around the world were recognized. Context is critical if the world is to successfully apply health promotion strategies for sustainable development and deliver on all the SDGs. Over 100 mayors from cities across the world delivered a strong message and expressed their commitment to supporting healthy cities and communities through the adoption of the *Consensus on Healthy Cities.*

Ministers from different government sectors (e.g. agriculture, education, finance, foreign affairs, social affairs, etc.) shared panels with a wide range of stakeholders to share achievements and discuss difficulties in implementing health promotion. Voices from civil society, local government (e.g. mayors), media, academia and business were clearly heard during the conference.

The wide exchange of ideas and experiences underscored the importance of SDG17 on partnerships. It also emphasized the need to place health promotion high on the political agenda in order to address the social, political and economic differences between communities and also between nations.



Government ministers, academics and public health advocates represented a wide range of stakeholders at the conference. From top to bottom: Global Ambassador for Road Safety Michelle Yeoh; Minister of Social Affairs and Health in Finland, Pirkko Mattila; Chair of the Conference Scientific Advisory Group, Professor Wang Longde; Vice-Chair of the Conference Scientific Advisory Group, Professor Don Nutbeam; Minister of Public Health in Cuba, Roberto Ojeda; and Director of the Global Health Centre at the Graduate Institute of International and Development Studies in Geneva, Professor Ilona Kickbusch.

4 The world comes to Shanghai



Over 100 mayors from across the world gathered in Shanghai for the International Healthy City Mayor's Forum.

Over 1260 participants from 131 countries, including 81 ministers and 123 mayors, came to Shanghai to chart a new path for health promotion in the era of the SDGs.

The programme of the Shanghai Conference revolved around three thematic 'pillars': good governance, healthy cities and health literacy.

Figure 3. The three pillars of health promotion – good governance, healthy cities and health literacy – served as the thematic areas of the conference (WHO, 2016)



Each theme was examined through plenary discussions, parallel sessions and symposia highlighting the transformative pathways of health promotion for implementing the SDGs. Discussions explored the dynamic interaction between health and the various SDGs, underscoring the multiple dimensions and multi-sectoral nature of implementation. Poster exhibitions, films and animated videos were also presented to highlight health promotion innovations.

In keeping with tradition from past global conferences, a full day was dedicated to the host country. China Day provided an opportunity for participants to better understand China's progress in health promotion and the challenges that remain. A highlight for many participants were the site visits all over Shanghai, providing the opportunity to experience the city and get to know its people and community first-hand.



Site visits around Shanghai during China day

DAY 1 | Healthy cities: A strong focus on local context and implementation

Over half of the world's population now lives in cities and this is predicted to increase even further in the years to come. More and more people now depend upon a city's services and infrastructure for their health and other needs. Correspondingly, the impact of the urban environment on the overall health of people is becoming more and more relevant.

A unique feature of the Shanghai Conference was a meeting of over 100 mayors from all over the world to exchange ideas and experiences in creating healthy cities within the context of the SDGs.

The *Shanghai Consensus on Healthy Cities* highlighted the political responsibility of local chief executives to support every resident of each city to lead healthier, safer and more fulfilling lives, by creating the conditions that will enable them to do so. The mayors at the conference accepted this responsibility and recognized that planning and policy-making is closest to communities at the city-level and must, therefore, meaningfully incorporate the community's voice and values.



Excerpts of remarks by Michael Bloomberg at the 9th Global Conference for Health Promotion

"The best way to meet the sustainable development goals is to have well-designed, data-driven programmes. And as the wold urbanizes, senior leadership is more important than ever.

As mayor of New York City we implemented several healthy cities policies, including introducing smoke-free public places, improving road safety, and supporting public education campaigns on a variety of health issues. Employing policies like this around the world can bring tremendous benefits.

The time to act is now, at this conference, by making firm pledges and drawing solid plans to implement those pledges in order to reach our goals."



Healthy City, Healthy Mind

The urban environment impacts both negatively and positively on mental health. People living in cities are at higher risk for experiencing loneliness, unhappiness, stress and mental disorders. There is a higher risk for depression (40%) and anxiety (20%), for example, for urban dwellers. Local governments must work more closely with the health sector and mind the "gaps" to ensure that cities are green, active, pro-social and safe. – Taken from a presentation by Dr Layla McCay, Centre for Urban Design and Mental Health

The strong involvement of mayors in championing health promotion at the conference was in itself transformative. While the WHO Healthy Cities movement has been active for many decades, it is now gaining new relevance in the era of the SDGs as the political leadership of cities expands its influence and becomes more active and involved.

Mayors present at the conference committed to continue sharing experiences and best practices in bringing together global and national goals with local policies and programmes. They issued a call to WHO to support them in this effort and to strengthen the healthy cities network globally.

Focusing on integrated local action can bring about environmental and health co-benefits and promote people-centred urban design. 'Greening' at the local level is an example of a transformative strategy that promotes health and contributes to the implementation of the SDGs. Examples of these greening transformations include active urban transport, green health systems and the 'One Health' approach to tackle antimicrobial resistance.

DAY 2 | Good governance for health

The vision and scope of the SDGs calls on the health sector, and other sectors involved in development, to work together in order to deliver on all the goals and leave no one behind. Although the goals are indivisible and universal, there are many pathways for each country to arrive at the same destination – a country's specific context, political system and history all matter.

Health plays a major role in every pathway towards the fulfilment of the SDG agenda. The Shanghai Conference showcased transformative approaches to governance that places the promotion of health at the centre of the SDGs.

Below are examples of transformative approaches that were discussed during the conference:

- **Transformation through vision:** Imagining a future human civilization where "no one is left behind" – inclusive, prosperous, peaceful, and co-existing sustainably with the environment – is in itself transformative and calls to mind other similar calls or movements such as 'planetary health'.
- **Transformation through action at the highest political level:** A key approach to delivering on all the SDGs is to take health to the highest level of government. In China, no less than President Xi Jinping outlined the roadmap towards a healthy China during remarks made in August 2016. Many other countries and political bodies, such as the G20, are moving in the same direction.
- **Transformation by creating value for the economy:** Promoting health can also contribute significantly to national economies. It creates economic value by ensuring that workers and communities are healthy and productive, promoting equity, and creating new industries and opportunities, such as business founded on renewable forms of energy.
- **Transformation at the global level:** An important step to strengthen national development is to make global health governance fairer and more reasonable and tighten regulations on health-impairing investments and trading activities through financial policy tools such as taxation.
- **Transformation through policy coherence:** Over 30 years of experience has demonstrated that health promotion strategies work. These strategies enable innovation in governance, as demonstrated by many successful examples of health in all policies, and prepares countries to act on SDGs 16 and 17 – enhancing policy coherence and partnerships for sustainable development.
- **Transformation through participatory governance:** Social mobilization and community participation, especially of vulnerable groups such as indigenous people, is one of the most critical approaches to governance in implementing the SDGs.

Addressing all forms of malnutrition by changing the food system

Finland has embarked on an ambitious plan to overhaul its food system in order to address all forms of malnutrition.

During a presentation at the Shanghai conference, Ms Pirkko Mattila, Finland's Minister of Social Affairs and Health highlighted the importance of adopting a health-in-all-policies approach targeting the whole population through community-based interventions.

The overarching vision is to address the whole food system and shift towards a more plant-based diet by reducing meat consumption, implementing nutritional recommendations, promoting more sustainable choices and establishing systems that promote local foods and decrease food waste.

Looking into the future, Ms Mattila highlighted that their new policy priorities will emphasize the rights of women and girls, and include food security, better access to water and sustainability.

Preventing violence against children

In 2011, Tanzania published a report highlighting sexual, physical and emotional violence against children as a serious public health, human rights and social problem. Key government ministries (health, social welfare, education and justice) then came together to publicly acknowledge the issue and develop a national plan of action.

There have been several policy advances including regulations promoting implementation of the Law of the Child Act (social welfare), standards for police offers on child protection (law enforcement), guidelines for health care workers on the provision of services to victims of abuse (health), an updated code of conduct and professional ethics for teachers (education) and updates on a circular on corporal punishment with the aim of eliminating physical punishment in favour of alternative forms of discipline.

Several social protection measures have been institutionalized by government such as ‘gender and children desks’ at all police stations, child protection teams, legal aid for children and developing one-stop resources in health facilities.

Community interventions have focused on raising awareness and changing norms and values surrounding masculinity and communication between couples and within families.

A new implementation plan (2017–2021) has been developed and informed by the INSPIRE strategy. The new plan covers three thematic areas, namely prevention, response and cross-cutting initiatives.

DAY 3 | China day – Healthy China 2030

The third day of the conference focused on the host country, China. It featured parallel sessions, exhibitions and site visits for conference participants to learn more about health promotion developments and achievements in the country.

The sessions highlighted *Healthy China 2030*, the national strategic plan for health, and several other topics such as:

- Health system reform.
- Healthy living and Chinese traditional medicine.
- Promoting health literacy.
- Responding to health emergencies.

Healthy China 2030 outlines a bold and exciting new vision for promoting health in the world’s most populous nation. With inputs from over 20 different government departments, the document is the first medium- to long-term strategic plan for the health sector developed at the national level since the country was founded in 1949.



The plan is anchored on four principles: health as a high priority for government; reform and innovation; scientific development; and justice. It envisions a transformed health system, for both urban and rural populations, a health literate Chinese population, innovative health care services, and better status across all the main health indicators. Furthermore, the plan signals China’s political commitment to participate in global health governance and fulfil the SDGs agenda.

Healthy China 2030: From vision to action

The third day of the conference was focused on China, with sessions organized around the following themes or topics: Healthy China strategic plan; health system reform; healthy living and Chinese traditional medicine; promoting health literacy; and responding to health emergencies. Site visits were also organized around Shanghai to highlight healthy settings (e.g. schools, workplaces and communities) across the city.

China faces many health challenges. Innovation through technology and health system reform – including primary health care and Chinese traditional medicine – are seen as key strategies for addressing these challenges. Another key priority is the recent passage of a national smoke-free law that aims to significantly reduce the burden of NCDs in the country.

DAY 4 | Enhancing health literacy

Health literacy was discussed broadly at the Shanghai Conference. Enhancing health literacy, through improved access to information, enables people to make more informed decisions about their health and the health of their families, and empowers them to advocate more effectively to their political leaders and policy-makers. It also promotes accountability by deepening people's understanding of the health impact of policies and political decisions.

Similar to good governance, the Shanghai Conference demonstrated how health literacy can be transformative for health and society in many ways:

- **Transforming health promotion action:** National and international health priorities can benefit from health promotion strategies that empower the community and integrate health into all policies. The Shanghai conference expanded the scope of health promotion beyond NCDs to include other issues such as AIDS, infectious diseases, antimicrobial resistance, and health emergencies. However, one of the greatest challenges that remains is transforming the present disease-focused system of care.
- **Transforming health promotion thinking:** Linking health, well-being, happiness and mental health is a priority for health promotion. This involves linking health to people's everyday lives, cultures and feelings, and reaching out to people in new ways.
- **Knowledge and data transformation:** Enormous potential lies in sharing knowledge, using new technologies, and deriving insight from data to better plan public health programmes and interventions, urban development and health care services. The use of new technologies and data also requires a careful examination of ethical issues surrounding privacy, confidentiality and responsibility.
- **Technological and scientific transformation:** 'Smart' digital approaches to health promotion were showcased through the innovative use of digital media. It was widely acknowledged during the Shanghai Conference that these digital innovations will revolutionize health promoting knowledge, technology and participation.

Leveraging technology to enhance health literacy

Singapore has launched a new initiative called 'Health Hub' that uses technology to enhance its citizen's health literacy.

The online platform functions as a health education tool, electronic health record, and online directory of health care facilities and related services. It leverages the high level of digital penetration of Singapore as indicated by the high level of device ownership (a Singaporeans own an average of 4.6 devices compared to the global average of 3.6).

The platform integrates content and services to influence health behaviours and simplifies interactions with health service providers.



https://www.healthhub.sg/

Improving health through safe water, sanitation and hygiene

The constitution of Nepal recognizes access to clean water and sanitation as a fundamental right of all its citizens. It is committed to meeting the targets of SDG 6 and has called for multisectoral collaboration to improve water and sanitation.

In 2015, the Nepal Government established a dedicated Ministry for Water Supply and Sanitation, and significantly increased the national budget for water, sanitation and hygiene (WASH). Community participation was used as a key driver for implementing initiatives that improve WASH. A campaign aiming to discourage open defecation has spread throughout the country and become a social movement led by female community health volunteers.

Policies and strategies have since been established, with Nepal establishing national drinking water standards, water safety plans and drinking water surveillance systems.

People use digital and communications technology frequently to access information and make decisions about their health. But not all information available online is valid or reliable. Concerns were raised during the conference about unreliable or false information that are available, as well as online voices that are critical of science and evidence-based approaches.

Engaging health promotion leaders of tomorrow

Another unique feature of the Shanghai Conference was a youth symposium that brought together youth champions and advocates from all over the world. Speakers and participants recognized the enormous potential of engaging young people in health promotion, especially through new tools that leverage the reach of technology (e.g. social media). As the first generation born into the digital age, young people will play a vital role in applying these tools as they become more and more embedded in daily life.

"Trust us, listen to us, engage us, involve us, and invest in us." Judith Oketch from Kenya, one of the youth delegates to the conference.

The greatest transformations will emerge with the next generation of health promoters.

A strong call was issued during the conference to provide younger health professionals and advocates with robust tools and skills to deal with emerging challenges such as large global industries that produce unhealthy commodities, the commercial determinants of health, shifting politics of individualism, and emerging anti-government and anti-science movements.

"If we can marry the health and the technology sectors to tackle more of the world's problems together, then I think magic can happen." Robin Li, co-founder of Chinese search engine Baidu, one of the largest internet companies in the world.

Drivers of success

Health promotion strategies work. They inherently work across conventional disease categories and across sectors, and place communities at the centre of practical solutions, giving a voice to members of society that are often excluded.

For the past 30 years, the practice of health promotion has established the evidence and developed effective strategies for advocacy that promotes action on the determinants of health, at all levels of governance. The SDGs must now move centre stage in all efforts to promote health and well-being.

The Shanghai Conference identified the following key factors that will contribute to the success of health promotion for sustainable development:

- **Political commitment:** Many of the decisions that are required to ensure better health need political will at the highest levels in order to to promote health in all policies. Equally essential are sustainable financial support for health promotion and public health.
- **Leadership for policy coherence:** Decisive leadership that champions the positive influences of good health for the whole of society makes a difference. Such leadership is required from many different actors, inluding the critical role played by community leadership. Ministries of health, health agencies and organizations have a key role in advocating, mediating and enabling this leadership.
- **Capacity building to work in new ways:** The rapidly changing environment and increasing need for policy convergence require continuous capacity building for health promotion professionals. The challenge of working together to achieve the sustainable development agenda requires new skills for all actors involved in promoting health and well-being – from governments to civil society and the private sector.
- **Strong health promotion organizations:** Sustainable health promotion action requires strong health promotion organizations. The implementation of multisectoral and multi-disciplinary approaches identified by the Shanghai Declaration calls for adaptable and integrative systems capabilities as part of the overall public health system.

Above all, the SDGs require a shift in mind set. Strategies to promote health need to be integrated with overall societal goals and new economic approaches that take into consideration the changing planet.

5 Towards a new vision of health promotion for sustainable development



The *Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development* establishes the continuing relevance of health promotion in sustainable development.

At the core of the declaration are clear statements advocating **improved governance for health** at all levels; the development of **healthy cities** that are inclusive, safe and resilient; and the importance of **health literacy** to empower individual citizens and enable their engagement in collective health promotion action. The declaration is also clear in its description of the tough political choices faced by decision-makers and advocates as they work to promote health in the face of competing interests.

The Shanghai Declaration builds on the legacy of the Ottawa Charter and challenges the health promotion community to demonstrate the adaptation and implementation of these concepts, principles and strategies in countries around the world.

The Mayor's Forum was one of the unique features of the Shanghai Conference and the *Shanghai Consensus on Healthy Cities* signals the critical support of local government champions represented by over 100 mayors who were present at the conference. It clearly identifies the role of cities in delivering practical, local actions to address the determinants of health and contribute towards achieving the SDGs.

These two statements emphasize health promotion within the global development agenda for change, from local implementation to the global areas of finance, trade and investment policy. It supports an agenda that tackles policy incoherence between health and trade, irresponsible business practices, corruption; and an agenda that leads to sustainable production and consumption and fairer economic models.

A truly global movement

Middle-income countries, especially in Asia, are rapidly moving forward in promoting health, improving urban environments and addressing environmental challenges – this was clearly observable from the presentations by ministers from different sectors and mayors from various cities across the world. Lower income countries were also moving forward and committed to deliver on key SDG areas – especially women's health.

For WHO and its Member States, the Shanghai Conference represents a renewed commitment to health promotion.

The 2030 Agenda for Sustainable Development commits world leaders to develop ambitious national responses to deliver on all 17 goals. Participants to the conference are called to seek reaffirmation of the commitments laid out by the two declarations and ensure that health is promoted across all 194 national SDG responses.

In many ways, the Shanghai Conference launched a multi-dimensional and multisectoral platform for dialogue and cooperation on promoting health in the SDGs. It is envisioned to support the mission of the UN as a whole to lead, coordinate and implement actions and deliver on the promise of 'leaving no one behind'.

It is critical that promoting health becomes a cornerstone of all national or local SDG strategies and implementation plans that are now being developed. This will be a priority field of action for health promotion professionals, advocates and organizations.

Through the 9th Global Conference on Health Promotion in Shanghai, WHO has decided to reach out to the health promotion community, within the first year of the implementation of the SDGs, precisely because health promotion has the potential to offer practical solutions to the complex and interconnected challenges of sustainable development.

The conference is only the beginning of this exciting transformation that will benefit the entire world.The World Health Organization calls on everyone to move forward and act – health is our choice.



Photo of WHO staff

Annex 1: Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development

On 21–24 of November 2016 in Shanghai, China, we formally recognize that health and well-being are essential to achieving the United Nations Development Agenda 2030 and its Sustainable Development Goals (SDGs).

We reaffirm health as a universal right, an essential resource for everyday living, a shared social goal and a political priority for all countries. The SDGs establish a duty to invest in health, ensure universal health coverage and reduce health inequities for people of all ages. We are determined to leave no one behind.

We will promote health through action on all the SDGs

Healthy lives and increased well-being for people at all ages can be only achieved by promoting health through all the SDGs and by engaging the whole of society in the health development process. The transformative, practical, high impact and evidence-based strategies developed in the wake of the *Ottawa Charter for Health Promotion* provide us with a compass. We confirm their enduring relevance. This means acting decisively on all determinants of health, empowering people to increase control over their health and ensuring people centred health systems.

We will make bold political choices for health

We face a new global context for health promotion. People's health can no longer be separated from the health of the planet, and economic growth alone does not guarantee improvement in a population's health. Health security challenges are on the rise and powerful commercial forces work to counteract health. The wide spectrum of global health crises is a testimony of these rapid changes and requires an integrative response.

Unacceptable health inequities require political action across many different sectors and regions. They also require global collective action. If we are to leave no one behind this includes determined action on the rights of women, people on the move and of the increasing number of people affected by humanitarian and environmental crises. We will prioritize good governance, local action through cities and communities, and people's empowerment by promoting health literacy. We will place a high priority on innovation and development to support people's enjoyment of a healthy life and give precedence to the health of the most vulnerable.

Good governance is crucial for health

Policies for health and social justice benefit the whole of society. Failures in governance are too often detrimental to action to promote health, at the national and global levels. The interdependence and universality of the SDGs offer great potential benefits from investing in all determinants of health.

We recognize that governments have a fundamental responsibility at national, local and global levels to address the damaging effects of unsustainable production and consumption. This includes offsetting economic policies that create unemployment and unsafe working conditions, and enable marketing, investment and trade that compromise health. We also call on business leaders to demonstrate good corporate governance – profit must not stand above people's health. This is of particular concern in fighting the NCDs epidemic.

We commit to:

- apply fully the mechanisms available to government to protect health and promote well-being through public policies;
- strengthen legislation, regulation, and taxation of unhealthy commodities;
- implement fiscal policies as a powerful tool to enable new investments in health and well-being – including strong public health systems;
- introduce universal health coverage as an efficient way to achieve both health and financial protection;
- ensure transparency and social accountability and enable the broad engagement of civil society;
- strengthen global governance to better address cross border health issues;
- consider the growing importance and value of traditional medicine, which could contribute to
- improved health outcomes, including those in the SDGs.

Cities and communities are critical settings for health

Health is created in the settings of everyday life – in the neighbourhoods and communities where people live, love, work, shop and play. Health is one of the most effective markers of any city's successful sustainable development and contributes to make cities inclusive, safe and resilient for the whole population.

Together with city leaders we must address the toxic combination of rapid rural-to-urban migration, global population movements, economic stagnation, high unemployment and poverty as well as environmental deterioration and pollution. We will not accept that city residents in poor areas suffer ill-health disproportionately and have difficulty accessing health services.

We commit to:

- prioritize policies that create co-benefits between health, well-being and other city policies, making full use of social innovation and interactive technologies;
- support cities to promote equity and social inclusion, harnessing the knowledge, skills and priorities of their diverse populations through strong community engagement;
- re-orient health and social services to optimize fair access and put people and communities at the centre.

Health literacy empowers and drives equity

Health literacy empowers individual citizens and enables their engagement in collective health promotion action. A high health literacy among decision-makers and investors supports their commitment to health impact, co-benefits and effective action on the determinants of health. Health literacy is founded on inclusive and equitable access to quality education and life-long learning. It must be an integral part of the skills, and competencies developed over a lifetime, first and foremost through the school curriculum.

We commit to:

- recognize health literacy as a critical determinant of health and invest in its development;
- develop, implement and monitor intersectoral national and local strategies for strengthening health literacy in all populations and in all educational settings;
- increase citizens' control of their own health and its determinants, through harnessing the potential of digital technology;
- Ensure that consumer environments support healthy choices through pricing policies, transparent information and clear labelling.

Call to action

We recognize that health is a political choice and we will counteract interests detrimental to health and remove barriers to empowerment – especially for women and girls. We urge political leaders from various sectors and from different levels of governance, from the private sector and from civil society, to join us in our determination to promote health and well-being in all the SDGs. Promoting health demands coordinated action by all concerned, it is a shared responsibility. With this Shanghai Declaration, we, the participants, pledge to accelerate the implementation of the SDGs through increased political commitment and financial investment in health promotion.

Annex 2: Shanghai Consensus on Healthy Cities

We – more than 100 mayors from around the world – have come together on 21 November 2016 in Shanghai, China, united in the knowledge that health and sustainable urban development are inextricably linked, and steadfastly committed to advancing both. We also recognize that health and well-being are at the core of the United Nations Development Agenda 2030 and its Sustainable Development Goals (SDGs).

Cities working for health and well-being are central to sustainable development

Mayors and local leaders can play a defining role in delivering all SDGs. As mayors we have a responsibility to act locally and collectively to make our cities inclusive, safe, resilient, sustainable and healthy. We are determined in our resolve to leave no one behind: the city belongs to all its residents.

Health is created at the local level in the settings of everyday life, in the neighbourhoods and communities where people of all ages live, love, work, study and play. Health for all cannot be achieved without local leadership and citizen engagement. The good health of its citizens is one of the most powerful and effective markers of any city's successful sustainable development. This puts health at the centre of every mayor's agenda.

We recognize our political responsibility to create the conditions for every resident of every city to lead more healthy, safe and fulfilling lives. Cities are places where planning and policy-making is closest to communities – it must, therefore, incorporate communities' views, voices and needs. We commit to remove barriers to empowerment – especially for women, children, and other potentially vulnerable populations – and to support the full realization of human potential and capabilities at all ages in the city environment.

We commit to good governance for health

Healthy Cities have been platforms for implementing good governance for health, as well as improving health literacy – that is, for promoting health. Building on experience with city-led health initiatives, as mayors, we commit to prioritize the political choice for health in all domains of city governance and to measure the health impact of all our policies and activities. Achieving the SDGs will require close synergy between the global and national goals, and our local plans and programmes. We have agreed to base our action on five governance principles which reflect the transformative agenda of the SDGs.

Our governance principles

As mayors we commit to five Healthy Cities governance principles:

1. *Integrate health as a core consideration in all policies*: Prioritize policies that create co-benefits between health and other city policies, and engage all relevant actors in partnership-based urban planning.

2. *Address all – social, economic and environmental – determinants of health*: Implement urban development planning and policies that reduce poverty and inequity; address individual rights; build social capital and social inclusion; and promote sustainable urban resource use.

3. *Promote strong community engagement*: Implement integrated approaches to promoting health in schools, workplaces, and other settings; increase health literacy; and harness the knowledge and priorities of our populations through social innovation and interactive technologies.

4. *Re-orient health and social services towards equity*: Ensure fair access to public services and work towards universal health coverage.

5. *Assess and monitor well-being, disease burden and health determinants*: Use this information to improve both policy and implementation, with a special focus on inequity – and increase transparency accountability.

We commit to a healthy cities programme of action

We recognize that creating Healthy Cities requires a comprehensive approach – it can never be the responsibility of one sector alone.

We also recognize that there is a powerful link between SDG 3 *(Good Health for All)* and SDG 11 *(Make Cities and Human Settlements Inclusive, Safe, Resilient and Sustainable)*: Unlocking the full potential of our cities to promote health and well-being and reduce health inequities will help to deliver both these goals.

Cities are at the front line of sustainable development and we are convinced that mayors have the power to make a real difference. We must and will be ambitious in localizing the 2030 agenda and we will set health targets to hold ourselves accountable. We recognize that everyone in the city needs to do their part to work towards these ambitious priorities.

Our ten priority Healthy City action areas

As mayors we commit to ten Healthy Cities action areas which we will integrate fully into our implementation of the 2030 sustainable development agenda. We will:

1. work to deliver the basic needs of all our residents (education, housing, employment and security), as well as work towards building more equitable and sustainable social security systems;

2. take measures to eliminate air, water and soil pollution in our cities, and tackle climate change at the local level by making our industries and cities green and ensure clean energy and air;

3. invest in our children, prioritize early child development and ensure that city policies and programmes in health, education and social services leave no child behind;

4. make our environment safe for women and girls, especially protecting them from harassment and gender-based violence; improve the health and quality of life of the urban poor, slum and informal settlement dwellers, and migrants and refugees – and ensure their access to affordable housing and health care;

5. address multiple forms of discrimination, against people living with disabilities or with HIV, older people, and others;
6. make our cities safe from infectious disease through ensuring immunization, clean water, sanitation, waste management and vector control;
7. design our cities to promote sustainable urban mobility, walking and physical activity through attractive and green neighbourhoods, active transport infrastructure, strong road safety laws, and accessible play and leisure facilities;
8. implement sustainable and safe food policies that increase access to affordable healthy food and safe water, reduce sugar and salt intake, and reduce the harmful use of alcohol including through regulation, pricing, education and taxation;
9. make our environments smoke free, legislating to make indoor public places and public transport smoke-free, and banning all forms of tobacco advertising, promotion and sponsorship in our cities;
10. make our environments smoke free, legislating to make indoor public places and public transport smoke-free, and banning all forms of tobacco advertising, promotion and sponsorship in our cities.

We express our firm determination to make bold political choices for health

Many cities are already contributing to the SDGs, in city-based networks and through determined political action on a new urban agenda. We will contribute to this movement through our Healthy City networks.

We call on all mayors and urban leaders, regardless of whether their cities are big or small, rich or poor, to join this movement.

We solemnly commit to sharing experiences and best practices with each other, as we aim to bring together global and national goals with our local plans and programmes, and in doing so journey towards making our cities the healthiest they can be.

We commit to come together at regular intervals to demonstrate and ensure our political commitment to implement this ambitious agenda. We ask the World Health Organization to support us in this effort and to strengthen its healthy city networks in all regions.

Annex 3: Programme of the 9th Global conference on health promotion

Programme Structure

Day 1. Opening/Healthy cities. Monday, 21 November 2016

10:30–11:30 — *7F Grand Ballroom*

Opening ceremony
- Celebrating the powerful contribution that promoting health can make to the 2030 Agenda for Sustainable Development

Keynote addresses
- Health is central to sustainable development

11:30–12:30 — *7F Grand Ballroom*

Opening plenary
- Prioritizing promoting health to accelerate progress on the 2030 Agenda for Sustainable Development

Keynote addresses
- How to strengthen good governance for health, including through action across sectors and social mobilization?
- How to improve urban health and support healthy cities and communities?
- How to strengthen health literacy?

12:30–13:30

Mandarin Hall	*9F Huangpu River Hall*	*7F Pearl Hall*
Lunch	**Ministerial lunch** How to promote policy coherence between economic policy and public health policy?	**Mayors' lunch (including opening of the Mayors' Forum)** How to strengthen the role of Mayors in promoting health at the city level?

13:45–14:45 — *7F Grand Ballroom*

Opening plenary (continued)

High-level panel discussion: How to make bold political choices for health in the face of other interests?
- How will including health as one of the central lines of government policy accelerate progress on the SDG targets?
- How can action be taken to better align private sector incentives with public health goals?
- How to strengthen policy coherence and synergies between trade and investment policies and public health?

Gavel moment: Adoption of the Shanghai Declaration on Health Promotion
- Time for action: Making the Shanghai Declaration on Health Promotion deliver for the 2030 Agenda for Sustainable Development

14:45–15:00 — *7F Foyer outside Grand Ballroom*

Healthy break

Day 1. Opening/Healthy cities.
Monday, 21 November 2016

Mayors' Forum: Improving urban health and supporting healthy cities and communities

15:15
17:15

7F Grand Ballroom

Plenary session: Improving urban health and supporting healthy cities and communities
- How to strengthen and expand a strong worldwide movement for healthy cities?
- How to make cities smoke-free?

Panel discussion: How can cities and their citizens advance health?
- What roles do cities and their inhabitants play in making urban centres healthy?

Gavel moment: Celebrating the Shanghai Mayors' Consensus on Healthy Cities
- Signing of the Shanghai Mayors' Consensus on Healthy Cities

17:15
17:30

Healthy break

17:30
18:45

Transformative pathways (parallel sessions)

9F Huangpu River Hall

1

Road to safer cities: SITIS

How to improve road safety through cross-sectoral and multidisciplinary approaches?

1F Century Hall

2

From urban living to green living

Cities are at the frontline in the fight against climate change. Can fast-growing, fast-developing cities be green cities too?

5F Yangtze River Hall

3

Healthy Life, Healthy City

How can cities be designed and organized so that their citizens' everyday choices are healthy choices?

5F Europe Hall

4

Healthy ageing and future cities

How can cities accommodate rapidly ageing communities, to ensure inclusiveness and quality of life?

3F Auditorium

5

Science for healthier cities

How can science, innovation and new technology be best used to promote health in fast-changing urban environments?

3F Yellow River Hall

6

Healthy City, Healthy Mind

How can cities be designed and organized to promote good mental health and well-being?

19:00
20:30

7F Grand Ballroom

Reception hosted by the National Health and Family Planning Commission of China and the Shanghai Municipal Government

Day 2. Good governance and social mobilization.
Tuesday, 22 November 2016

09:00–10:00 — *3F Auditorium*

Special panel session: Innovation for health – a vision into the future
- What role can innovation and entrepreneurship play to promote health in the SDG era?

10:00–11:15 — *3F Auditorium*

Plenary session: Strengthening good governance for health through action across government sectors
- Which countries have shown high-level political commitment and legislative action? What are the results?
- Which structures and mechanisms work?
- How can it be financed?

High-level panel:
- How can tax policies on healthy or harmful products foster economic growth, prosperous lives and sustainability?

11:15–11:30 — *3F Foyer outside Auditorium*

Healthy break

11:30–13:00

Transformative pathways (parallel sessions)

How can progress on these SDGs be accelerated by promoting action across sectors for health?

3F Auditorium	*3F Yellow River Hall*	*5F Yangtze River Hall*
7	**8**	**9**
SDG 2:	**SDGs 2 and 3:**	**SDGs 3 and 16:**
Zero hunger: How can progress on SDG 2 be accelerated by strengthening good governance for health through action across government sectors?	Ending childhood obesity: How can progress on SDGs 2 and 3 be accelerated by strengthening good governance for health through action across government sectors?	Physical activity: How can physical activity be everybody's business?

5F Europe Hall	*7F Pearl Hall*	*9F Huangpu River Hall*
10	**11**	**12**
SDGs 2, 3 and 4:	**SDGs 1, 5 and 10:**	**SDGs 4, 5 and 16:**
Antimicrobial resistance: How can progress on SDGs 2, 3 and 4 be accelerated by strengthening good governance for health through action across government sectors?	Social protection policies: How can progress on SDGs 1, 5 and 10 be accelerated by strengthening good governance for health through action across government sectors?	Interpersonal violence: How can progress on SDGs 4, 5 and 16 be accelerated by strengthening good governance for health through action across government sectors?

13:00–14:00 — *7F Grand Ballroom*

Lunch

Day 2. Good governance and social mobilization .
Tuesday, 22 November 2016

13:00–14:00 *Lunch-time Symposia*

3F Yellow River Hall	5F Yangtze River Hall	7F Pearl Hall
How can digital health provide innovation for addressing the SDGs?	The next generation of health promotion: What will it look like?	How can youth become future health promotion leaders in delivering on the 2030 Agenda for Sustainable Development?

14:15–15:45 *3F Auditorium*

Plenary session: Broadening and strengthening social mobilization

- How can social mobilization engage communities to accelerate the achievement of the 2030 Agenda for Sustainable Development?
- Which approaches work?
- How can it be financed?

High-level panel:

- How can social mobilization transform early warning, risk reduction and management of health risks during urban epidemics?

15:45–16:15 *3F Foyer outside the Auditorium*

Healthy break

16:15–17:45 *Transformative pathways (parallel sessions)*

How can progress on these SDGs be accelerated by broadening and strengthening social mobilization?

3F Auditorium	3F Yellow River Hall	5F Yangtze River Hall
13	14	15
SDGs 1, 2, 3 and 13:	SDGs 2, 3 and 4:	SDG 3:
Climate resilience: How can social mobilization prepare people for the growing risks of climate change?	Realizing gender equality: How can social mobilization empower women and girls and close the gender gap?	Policy coherence: How can social mobilization promote mutual accountability of policymaking on health?

5F Europe Hall	7F Pearl Hall	9F Huangpu River Hall
16	17	18
SDG 1:	SDG 3:	SDG 3:
No poverty: Can social mobilization help to end poverty in all its forms everywhere?	Disease outbreaks: Can social mobilization reduce the risk of spread of epidemics and pandemics?	Refugees and migrants: Can social mobilization address the drivers of migration and the causes of large movements of refugees?

17:45 *Second day adjourns*

Day 3. China Day: Healthy China 2030 (from vision to action). Wednesday, 23 November 2016

09:00
10:30

3F Auditorium

19

SDGs 3 and 9:
Healthy China strategic plan

How can health promotion accelerate the implementation of the 13th Five-year Plan for Health and the Healthy China 2030 Plan through multisectoral collaboration and usage of new technology?

3F Yellow River Hall

20

SDGs 1, 3 and 10:
Health system reform

What are the achievements, challenges and lessons learned towards UHC and health equity? How can catastrophic health expenditure and related poverty be prevented? How can health system reform be further deepened to promote health and related SDGs?

5F Yangtze River Hall

21

SDG 3
Healthy living and Traditional Chinese Medicine (TCM)

How does health promotion contribute to cultivating the culture of Traditional Chinese Medicine (TCM)? How can TCM contribute to healthy living and sustainable development?

7F Pearl Hall

22

SDGs 3 and 11:
Promoting health literacy

What has worked during the 60 year journey of developing healthy cities in China? How has health literacy become the foundation block for health and sustainable development?

5F Europe Hall

23

SDGs 3 and 16:
Health emergency response

How has the joint multi-sectoral emergency response system worked in response to Ebola, Zika, SARS, earthquakes and other public health emergencies? How can individuals and communities be empowered in emergency response?

3F Foyer outside Auditorium

24

SDGs 3, 4 and 11:
Healthy China 2030 exhibition

Showcase of the best practices in health promotion and a demonstration of China's achievements in health promotion and sustainable development.

Day 3. China Day: Healthy China 2030 (from vision to action). Wednesday, 23 November 2016

10:30 19:30	*On-site visits organized by the Shanghai Health and Family Planning Commission have been arranged to showcase local experiences in health promotion and sustainable development in Shanghai.* *47 routes have been prepared, covering 15 districts of Shanghai. Each route includes 3 sites: 1 healthy school, 1 healthy workplace and 1 healthy community.* *Lunch and dinner will be provided.*

Day 4. Health literacy.
Thursday, 24 November 2016

09:00 – 10:15

3F Auditorium

Plenary session: Promoting health literacy
- Will a national plan for strengthening health literacy accelerate progress on the SDGs?
- How do we create consumer environments that support healthy choices?
- How do we set standards for health literate organizations?

High-level panel:
- How can health literacy contribute to quality education and promote lifelong learning?

10:15 – 10:30

3F Foyer outside Auditorium

Healthy break

10:30 – 12:00

Transformative pathways (parallel sessions)

How can progress on these SDGs be accelerated by promoting health literacy?

3F Auditorium

25

SDGs 3 and 8:

Decent work and economic growth: Should leaders promote health employment as a driver of inclusive economic growth?

3F Yellow River Hall

26

SDGs 3 and 9:

Industry, innovation and infrastructure: How can health literacy bridge the digital divide and develop knowledge societies?

5F Yangtze River Hall

27

SDGs 3 and 6:

Clean water and sanitation: How can health literacy contribute to prevent disease through safe water and sanitation for all?

5F Europe Hall

28

SDG 3:

Universal health coverage: How can health literacy help to achieve universal health coverage and access quality health care?

7F Pearl Hall

29

SDGs 3 and 5:

Maternal, newborn, child health and reproductive health: How can health literacy accelerate the pace of progress?

9F Huangpu River Hall

30

SDG 3:

Endemic infectious diseases: Making the case for investing in health promotion

Day 4. Health literacy.
Thursday, 24 November 2016

12:00
12:15

3F Foyer outside Auditorium

Healthy break

12:15
12:45

3F Auditorium

Plenary session: Reporting back
- Summary of the main outcomes of the Conference

12:45
13:00

3F Auditorium

Closing ceremony
- How can we implement the Shanghai Declaration?
- How can WHO and the other agencies of the UN system support governments in their national efforts?

13:00

Conference adjourns (lunch will be provided in Mandarin Hall after the Conference has adjourned)





World Health Organization